

## ABSTRACT OF THE DISCLOSURE

A data-providing system comprising a transmission/reproduction control (control 2) section 100A and a program-organizing control (control 3) section 100B. The transmission/ reproduction control (control 2) section 100A transmits a continuous stream of content data that is a combination of the multimedia contents (program data 1), auxiliary data items (data 2) and additional auxiliary data items (data 3). The section 100B automatically organizes a new program by processing the attributes (data 4) of program data items generated by dividing a program, the attributes (data 5), each paired with auxiliary data item, the attributes (data 6), each paired with one additional auxiliary data item, and the profile of an user apparatus 10C. The transmission/reproduction control (control 2) section 100A changes the order in which the auxiliary data items to be inserted in the program data will be transmitted, in accordance with the new program organized by the program-organizing control (control 3) section 100B.